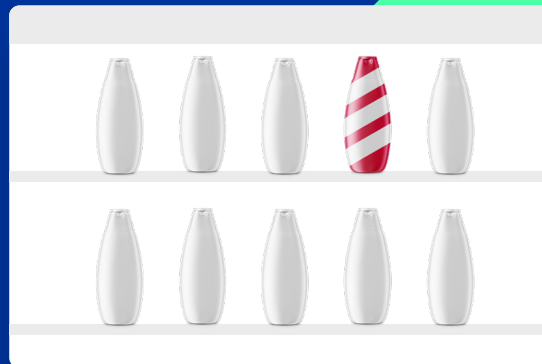# Ensure your product stands out on the shelf

Simulate an in-store experience with Toluna shelf testing

Think your product stands out on the shelf? Your competitors are evolving and the shelf changes rapidly. Get a realistic picture of your product, understand if/how you stand out, and what resonates. Adjust your strategy based on immediate feedback and actionable real-time data with Toluna.

Key learnings:

- Findability on shelf (timed exposure available)
- Brand recall
- Purchase interest
- Distinctiveness

Two approaches designed to deliver key learnings:

Agile approach

Let us help you test your product in a simulated shelf environment. Understand how your packaging, and product stand out on shelf. Survey your precise audience - globally - and understand the impact of shelf-position for structured learning across markets. Easy-to-use web-based data visualization and analytics tools enable you to access insights in real-time. Use our platform or let us help you using monadic or sequential monadic study designs.

Advanced approach

Our highly customized shelf testing solutions enable you to test everything you need to win on shelf, or online. From pricing, promotion, availability and packaging we offer a fully customized shelf testing methodology and can replicate any shelf display or online environment to test true impact.

We offer an integrated approach - from consumer access, to methodology and analytics - count on us to provide you with the insights you need to stay ahead. Custom reporting allows a focus on unique situations and tailored analysis. We provide actionable stat-tested reporting designed to answer your specific questions - from share (preference and revenue) to change and possible cannibalization

Customizable study designs

- Design evaluator
- Blurred shelf exercise - understand stand out
- Immediate association test
- Virtual shopping experience
- Provide consumers with a wallet and understand price trade offs

toluna